

East Hollywood Business
Improvement District
Marketing session

1. Introductions from East Hollywood Business Improvement District:

- a. Name
- b. Your background with East Hollywood Business Improvement District
- c. Your experience being part of East Hollywood Business Improvement District

HARVEY

- Member of B.I.D. for 7 years
- Represents synagogue
- Success:
 - Medians & Trees
- Because they're **VISIBLE** and have improved the neighborhood

JIM

- Member of B.I.D. for 4 years
- E.P. of DFI
- Success: Cleaner
- **VISIBILITY**
- Better options to eat and drink
- More desirable area

BERJ

- Est. 40 years ago
- Vermont and Melrose discount company
- Properties
- Joined B.I.D. a few years ago
- Success:
 - Cleaning of area and sidewalks
 - Painted the light bulbs
- Needs:
 - Banners, trash cans, designating entry point
- **Visible Improvements**

JACQUES

- Board member of B.I.D. 4-5 years
- People are starting to realize that East Hollywood exists
- City officials are coming to the meetings
- Plus more LAPD presence
- We have common goals as business owners

- East Hollywood is undervalued; still a lot of growth potential – good investment opportunities
- Successes:
 - The median, the landscaping and the street furniture
 - The trees are succeeding
 - E.H.B.I.D. is efficient
 - Helps navigate through local politics
- Connection and partnership

JEFF

- Hollywood Hotel
- Very involved in the community
- Founding B.I.D. Board Member plus 6 years of formation
- On the chamber board, LACC, etc.
- Success:
 - We all got to know each other and built relationships around us to partner
 - Installed trash cans
- Needs:
 - Need to build brand awareness
 - Continue the median
 - Improve LACC sidewalk
 - Banners
 - The triangle Δ
 - We can apply for grants because of the grants
- Connection and partnership

JERRY

- 6 weeks on the B.I.D.
- Hollywood Presbyterian
 - Less than one year
- So much can be done to improve this area
- Chamber/B.I.D. reps

LERON

- 24 years
- Successes:
 - Forming the B.I.D. and renewing the B.I.D.
 - Creating an identity for East Hollywood

MARLENE

- 11 Years
- This B.I.D. exposed her to east Hollywood and businesses
 - If you are not involved it's harder to know

NICOLE

- 9 years with chamber and B.I.D.
- Successes:

- Ability to leverage resources; we do a lot with limited resources

What does the B.I.D. do? What is its purpose?

- Represents the business within its district as a collective
- Promotes cooperation and local improvements
- Connects
- Community identity
- Organizes property owners around common needs
- Improve the image of the district
 - Unique
- Draws people to the area to spend \$\$
- Attract business to EH through beautification
- Fulfill services that the City of LA is not doing enough
 - Supplementing
- Jeff: “We know this, but not necessarily everyone else knows this.”

What are three separate words that describe East Hollywood Business Improvement District?

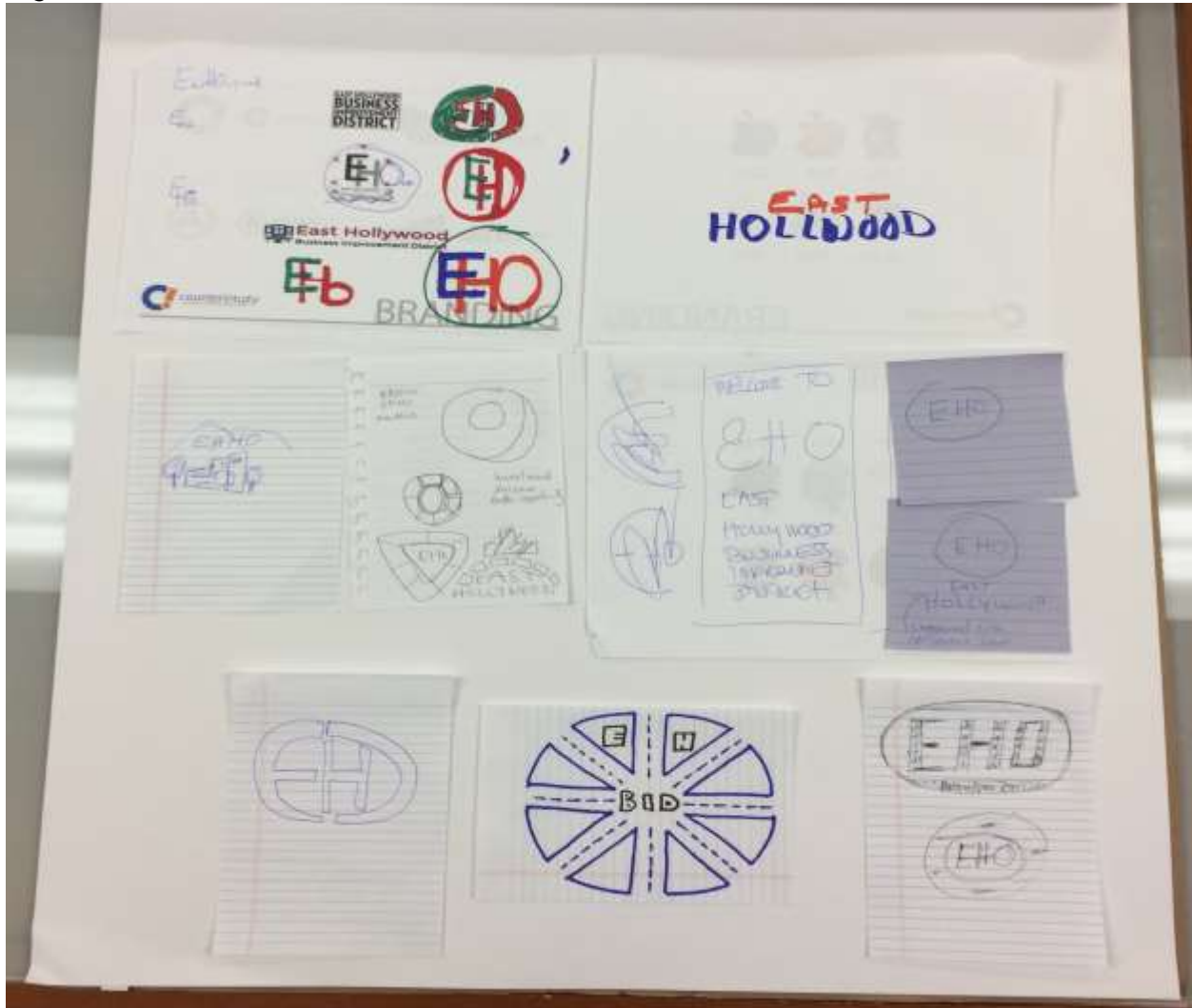
- Write responses on MINI POST-ITS (3)
- Group responses
- Voting – GREEN DOTS (3)

- Ten λ
 - Unfranchised
 - Funky
 - Vibrant
 - Divers
 - Ethnic
 - Creative
 - It’s “Hollywood?”
 - Classy (beautiful/clean)
- Seven λ
 - Forgettable (not a destination)
 - Flowing (unrecognizable)
- Five λ
 - Crossroads
 - Convenient (to get to)
 - Accessible
 - Active
- Three λ /One λ
 - Smart
 - Educational Center
 - Educational
- Two λ /One λ
 - Medical

- Good health center
- Health and wellness
- One λ /One λ
 - Era/Time
 - High demand of available buildings
 - Opportunity
- Five λ
 - Teamwork
 - Sense of community
- No λ
 - Historic
- No λ
 - Inviting

LOGOS

- Hub and Spoke
- Crossroads
- Like, entrepreneur center logo – buildings
- Simple bug with Hollywood sign lettering
- Donkey
- **Answer the question:** “Am I in Hollywood”



INITIATIVES

- What marketing ideas or initiatives could the East Hollywood Business Improvement District do with a new logo? What do you think would be the most effective to use a new logo to generate awareness?

Your're HEre

- Banners
- Light poles
- Bench seats
- Decals
- Brochure
- Letterhead
- Magazine/Newsletter
- Community day
- Farmers' market presence
- Funny bumper sticker
- Logos on local collateral
- Coupon booklet

- Gateways
- Website
- E-blast
- Social Media – FB, Twitter, Instagram
- Trash cans
- Median monument
- Street signs
- Member plaques
- Signs outside members
- A village look/feel
- Street corner clocks(s)
- A forum for member businesses

NAMES

- EAHO
- EHO
- eHO
- Hollywood East
- EHO Village
- (Leave out B.I.D., focus on location)

EHBID
2/18/17

HARVEY

- MEMBER of BID for 7 years
- REPRESENT SYNAGOGUE
- SUCCESS: MEDIANS
TREES

BECAUSE THEY'RE
VISIBLE.

AND HAVE IMPROVED THE
NEIGHBORHOOD.

JIM

- MEMBER of BID for 4 years
- E. P. of CFI
- SUCCESS: CLEANER

VISIBILITY.

BETTER OPTIONS TO
EAT & DRINK.

MORE DESIRABLE AREA.

BERJ

- EST. 40 years ago
- VIMONT^d MICROSE-
DISCOUNT CM.
- PROPERTIES
- JOINED B.I.D. A FEW YEARS AGO
- SUCCESS: CLEANING of ARCS
& SIDEWALKS.

- NEEDS: PAINTED THE LIGHTBULBS
BANNERS, TRASH CANS,
DESIGNATE ENTRY POINT

VISIBLE
IMPROVEMENTS

EHBD
2/13/17/2

JACQUES

- Board member of B.I.D. 4⁵ years
- PEOPLE ARE STARTING TO REALIZE THAT ERST HOLLYWOOD EXISTS. CITY OFFICIALS NOW COMING TO MEETINGS. PLUS NOW LAPD PRESENCE.
- WE HAVE COMMON GOALS AS BUSINESS OWNERS.
- ERST HOLLYWOOD IS UNDERVALUED; STILL A LOT OF GROWTH POTENTIAL - GOOD INVESTMENT OPPORTS.
- SUCCESSSES:
THE MEDIAN, THE LANDSCAPING, THE STREET FURNITURE, THE TREES ARE SUCCEEDING. EHBD IS EFFICIENT.
HELPS NAVIGATE THROUGH LOCAL POLITICS

Connection
&
Partnership

EHBID
2/13/11/3

JEFF

- HOLLYWOOD HOTEL
- VERY INVOLVED IN THE COMMUNITY
- FOUNDING B.I.D. BOARD MEMBER
PLUS 6 YEARS OF FORMATION
- ON THE CHAMBER BOARD, L.A.C.C., ETC.

- SUCCESS:

- WE ALL GOT TO KNOW EACH OTHER & BUILT RELATIONSHIPS; AVOIDED US TO PARTNER
- INSTALLED TRASH CANS

CONNECTION &
PARTNERSHIP

NEEDS: NEED TO BUILD BRAND AWARENESS; CONTINUE THE MEDIUM; IMPROVE L.A.C.C. SIDEWALK; BANNERS; THE TRIANGLE

WE CAN APPLY FOR GRANTS B/c of THE GRANTS.

EH BID
2/13/17/4

JERRY

- 6 WKS ON THE B.I.D.

HOLLYWOOD PRES.

- LESS THAN 1 YEAR
SO MUCH CAN BE DONE TO IMPROVE THIS AREA.

CHAMBER/BID REFS

LEON

- 24 YEARS

SUCCESSES:

FORMING THE B.I.D. AND

RENTING THE B.I.D.

CREATING AN IDENTITY
FOR EAST HOLLYWOOD.

MARLENE

- 11 YEARS

- THIS B.I.D. EXPOSED HER TO
EAST HOLLYWOOD'S BUSINESSES.

IF YOU ARE NOT INVOLVED, IT'S
HARDER TO KNOW.

EHBD
2/13/15

NICOLE

- 9 years w/ Chamber & BID

SUCCESS:

ABILITY TO LEVERAGE RESOURCES;
WE DO A LOT WITH LIMITED RESOURCES

EH BID
2/13/15

Represents
THE Business
WITHIN ITS
District
As a collective

PROMOTES
CO-OPERATION
& LOCAL
IMPROVEMENTS

Connects

Community
Identity

Organizes Property
Owners around
Common needs

Improve the
Image of the
District!
UNIQUE

Draws
People
TO
The Area TO
Spend \$\$
Attract
business to
EH
through
beautification

Fulfill Services
that the City of
LA is not doing
any
Supplemental

JEFF: "WE KNOW MIS, BUT
NOT NECESSARILY EVERYONE
ELSE KNOWS MIS."



EHBID
2/13/17

you're

6.

HEre

INITIATIVES:

- | | |
|---------------------------------------|------------------------|
| BANNERS | MEDIAN MONUMENT |
| LIGHT POLES | STREET SIGNS |
| BENCH SEATS | MEMBER PLAQUES |
| DECALS | SIGNS OUTSIDE MEMBERS |
| BROCHURE | A VILLAGE LOOK / FEEL |
| LETTERHEAD | STREET CORNER CLOCK(S) |
| MAGAZINE / NEWSLETTER | |
| COMMUNITY DAY | A FORUM FOR MEMBER |
| FARMERS' MKT PRESENCE | BUSINESSES |
| FUNNY BUMPER STICKER | |
| LOGOS ON LOCAL COLLATERAL | |
| CAPON BOOKLET | |
| GATEWAYS | |
| WEBSITE | |
| E-BLAST | |
| SOCIAL MEDIA - FB, TWITTER, INSTAGRAM | |
| TRASH CANS | |

Q/BID
2/13/18

NAMES

E A HO

EHO

eHO

HOLLYWOOD EAST

EHO VILLAGE

(LEAVE OUT B.I.D. -
focus on location)

LOGOS

• HUB & SPOKE

• CROSSROADS

• LIKE ENTREPRENEUR
CENTER LOGO -
BUILDINGS

• SIMPLE BUG w/
HOLLYWOOD SIGN
LETTERING

• DONKEY

ANSWER THE QUESTION: "AM I IN HOLLYWOOD?"